GR:D

BIKE SHARE

February 1 - February 29 2020
Tempe Report

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System Snapshot

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	114	32
Active Virtual Stations	8	4
Active Bikes (averaged over the month)	626	N/A
Trips		
Total Trips	2,884	1,378
Trips Per Day (average)	99	47.5
Utilization Rate (trips per bike per day)	.14	.23
Active Members		
Total Membership	36,204	N/A
Monthly/Yearly Plans	597	N/A
Pay-As-You-Go & 7 Day Plan	35,607	N/A
Revenue		
Total Revenue	$11,156.76	$2,314.21
Maintenance/Customer Service Activity		
Total CS Cases Created	124	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

Membership

Table 2: Active Members (Full System)

Membership Type	New Sign Ups	Total Active Members
Student	7	124
Monthly	12	229
Annual	0	141
Other	6	103
Pay As You Go	586	35,470
7 Day Pass	118	137
TOTAL	**729**	**36,204**

Trips

Table 3: Cumulative Trips Per Day of the Week - February (Tempe Only)

M	T	W	Th	F	Sa	Su
185	147	180	189	200	255	222

Table 4: Trip Initiation Method (Tempe Only)

Mobile	409
Keypad (manually entered)	922
Keypad RFID Card	12
Website	4

Table 5: Trips

	Feb (Full Sys)	YTD	Tempe Only	YTD
Total Trips Taken	2,884	5,633	1378	2,615
Total Miles Ridden	6,085	11,915	3,293	6,288
Avg Trip Distance	2.6	2.5	2.4	2.4
Avg Trip Time	32:58	39:04	29:17	43:55
Avg Weekday Trips	89.3	88	45	42
Avg Weekend Day Trips	122	108.2	53	48
Holds	138	288	n/a	n/a
Ended out of Hub	672	1,223	379	680
Ended out of System Area	24	56	12	31

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".

Table 6: Trip Stats by Member Type (Full System)

Member Type	Feb Trips	%	Trips YTD	% YTD
Pay-as-you-go	1,329	46%	2,475	44%
7 Day Pass	89	3%	331	6%
Annual	355	12%	620	11%
Monthly	290	10%	607	11%
Student	548	19%	1,071	19%
Other	273	10%	529	9%
TOTAL	**2,884**		**5,633**	

Table 7: Trip Stats by Member Type (Tempe Only)

Member Type	Feb Trips	%	Trips YTD	% YTD
Pay-as-you-go	611	44%	1,184	45%
7 Day Pass	172	12%	280	11%
Annual	132	10%	253	10%
Monthly	89	7%	180	7%
Student	372	27%	712	27%
Other	2	<1%	6	<1%
TOTAL	**1,378**		**2,615**	

Sunday February 16th was the highest day for regional ridership with a total of 170 trips taken. For trips originating in the Tempe service area, Sunday February 16th was the top day for ridership with 83 trips taken.

Station Performance

Table 8: Regional Station Performance

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
P106: 1st St / Washington St (Sponsored by SRP)	241	T08 Apache Blvd / Price Rd	6
T20 Tempe Center for the Arts	224	P210 18th St. & Washington	6
GRiD Warehouse	221	ASU Orange St - S McAllister Mall (Virtual Hub)	6
T17 Tempe Beach Park	176	T23 Escalante Center	4
T29 Tempe Town Lake Marina	163	P141 Phoenix College	4
P125 Pierce and 1st	132	P179 15th Ave. and Washington	3
T14 College Ave / University Dr	131	P104 Jackson St / 2nd St (Sponsored by SRP)	3
T16 Apache Blvd / Rural Rd	113	P176 Buckeye Rd / 13th St	1
T27 McAllister Ave / Apache Blvd	112	7th St. / Garfield St (hosted by Mother Bunch Brewery)	1
P196 2nd St. and Roosevelt	111	ASU Hayden Library - Cady Mall (Virtual Hub)	0

Table 9: Tempe Station Performance
Trips started and ended at each station in the Tempe service area

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T20 Tempe Center for the Arts	10	115	109	224	0	36.64
T17 Tempe Beach Park	25	83	93	176	0	0.24
T29 Tempe Town Lake Marina	9	79	84	163	0.42	0
T14 College Ave / University Dr	15	64	67	131	0	0
T16 Apache Blvd / Rural Rd	15	59	54	113	0	0
T27 McAllister Ave / Apache Blvd	25	48	64	112	0	0
T26 ASU Memorial Union	25	52	57	109	0	0
T11 University Dr / Mill Ave	20	53	50	103	0	0
T18 Neil Giuliano Park	15	47	44	91	0	0
T01 5th St / Forest Ave	25	40	47	87	0	0
T30 Evelyn Hallman Park	8	38	37	75	0	0
T28 Rio Salado Pkwy / Mill Ave	15	31	38	69	0	0
T21 Forest Ave/ Lemon St. (Gammage)	20	29	33	62	0	0
T05 McClintock Dr / Apache Blvd	15	25	30	55	0	0
T24 Westside Center	10	19	33	52	11.05	0
T10 Washington St / Priest Dr	10	20	32	52	0	0
T25 University Dr. / ASU Student Housing	25	21	30	51	0	0
T02 3rd St / Mill Ave	9	20	26	46	23.32	0
T31 5th St / Mill Ave	15	28	17	45	0	0
ASU Coor Hall - S Forest Mall (Virtual Hub)	N/A	25	20	45	13.29	0
T03 Rural Rd / Terrace Rd	11	22	18	40	0	20.99
T06 McClintock Dr / Rio Salado Pkwy	10	19	20	39	0	0
T13 College Ave / Apache Blvd	15	15	17	32	0	0
T32 North Tempe Multigen Center	10	9	10	19	1.97	0
ASU Goldwater Ctr. for Science - Tyler Mall (Virtual Hub)	N/A	10	9	19	19.41	0
T04 Apache Blvd / Dorsey Ln	10	7	11	18	0	17.97
T09 Washington St / Center Pkwy	9	8	8	16	0	0
T15 8th St / Dorsey Ln	10	6	9	15	0	0
T19 Kiwanis Park	15	6	7	13	0	0
T12 Rural Rd / Southern Ave	10	6	6	12	0	0
T22 Baseline Rd / Priest Dr	10	2	5	7	0	0
T07 Smith-Martin / Apache Blvd	10	4	3	7	0	0
T08 Apache Blvd / Price Rd	10	3	3	6	0	0
ASU Orange St - S McAllister Mall (Virtual Hub)	N/A	3	3	6	92.99	0
T23 Escalante Center	10	1	3	4	0	0
ASU Hayden Library - Cady Mall (Virtual Hub)	N/A	0	0	0	100	0

Environmental Impact

Table 10

	Full System	YTD	Tempe Only	YTD
Calories Burned	243,400	473,600	131,720	251,520
Carbon Offset	5,355 lbs	10,485 lbs	2,898 lbs	5,534 lbs

Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.
Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO_2 per mile and an assumption that the trip was taken in lieu of driving a car the same distance.

Maintenance & Rebalancing Operations

Table 11: System-Wide Operations Data

	System Wide	Tempe
Average number of bikes in service each day	720	198
Bikes inspected in field	581	137
Bicycles repaired	205	64
Average bike repair time	45min	30min
Bikes lost or stolen this month	3	1
Graffiti Cleaned	5	2

Table 12: Reported Repairs/Issues (Full System)

	Type of Issue	February	YTD
1	Other	284	508
2	Seat	10	13
3	Shifting/Pedaling	5	8
4	Lock	32	53
5	Keypad	50	91
6	Brakes	4	5
7	Flat Tire	33	46
8	Lighting	1	4
9	Frame	4	5
	Total	**423**	**733**

Customer Service Reporting

Table 13

The top customer service contact category for the GRID system in February was Charges.

Reason For Contact	February Created Cases (Full System)	YTD
Member Inquiries	21	**36**
Billing	4	**12**
Account Management	7	**14**
Bike Issue	10	**17**
Charges	26	**46**
General Education	8	**23**
Operations	12	**16**
Sign Up	0	**0**
Hub Request	0	**0**
Partnerships	1	**3**
New Program Request	0	**0**
Total CS Cases Created	**90**	**180**

Table 14: Customer Service Responsiveness (Full System)

Time of call/email request	
Avg time to answer	36 sec
Avg duration of call	4:26 min

Table 15: Agreed Service Levels for Operations within the Tempe System Area

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	82%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

Operations staff have been dealing with the ongoing issue of intermittent connection issues on bikes across the GRID system. Connection issues can occur due to a glitch in the bikes controller unit, low battery or issues with the software or hardware. Some connection issues resolve themselves while others require staff to flag the bike for repair. A controller losing connection can result in the inability for a user to rent a bike, an inaccurate GPS location and erroneous charges for a user. Operations staff monitors these connection issues on an ongoing basis and aim to resolve them quickly.

Financial Summary

Table 16

Revenue Category	Full System	% of Total	Tempe Only*
Membership Fees	$4,143.00	37%	N/A
Ride Fees	$5,882.76	52%	$1,941.31
Out of Hub Fees	$1,250.00	11%	$471.90
Out of System Area Fees	$180	3%	N/A
Rider Bonuses Given	-$300.00	-3%	-$99.00
TOTAL	**$11,155.76**		**$2,314.21**

Data has not been audited and is only to be used as an approximation of Gross Revenue
*Fees specific to the Tempe system are reported by SoBi as a combination of both out of hub and out of system area fees. The Tempe fees include all fee balances accrued by users in the month regardless of whether the charge was actually executed that month.
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Marketing Summary

Table 17: Social Media

Social Media Outlet	Followers	Impressions
Facebook	2,815 (+116)	3,730
Twitter	1,574 (-6)	3,962
Instagram	121 (+3)	757

Table 18: Events

Event Name	City	Date
Aero Terra Community Bike Ride	PHX	2/8/2020

Weather

Table 19 (Source: **www.wunderground.com**)

FEB	high	low	avg	Precip. sum
1	78	47	61.2	0
2	78	52	64.2	0
3	65	45	56.7	0
4	54	0	43.5	0
5	55	36	45	0
6	60	37	48.3	0
7	66	41	53.9	0
8	71	45	57.5	0
9	74	47	60.9	0
10	71	52	60.1	0
11	60	48	52.8	0.3
12	63	44	53.4	0
13	67	44	55.4	0
14	71	48	59	0
15	71	47	59	0
16	74	48	60.6	0
17	75	49	62	0
18	77	51	64.2	0
19	77	55	64.6	0
20	79	52	66.3	0
21	76	63	69	0
22	69	55	60.3	0.03
23	64	50	57.2	1.01
24	69	49	59.5	0
25	68	47	58.6	0
26	67	47	57	0
27	77	46	61.4	0
28	76	53	64.8	0
29	78	51	65.8	0